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## Call for cases

### XVI International Congress of Teaching Cases in Public and Nonprofit Marketing (2024)



**UNSA**  
UNIVERSIDAD NACIONAL DE SAN AGUSTÍN DE AREQUIPA



Universidad de Oviedo  
*Universidá d'Uviéu*  
*University of Oviedo*

The International Association of Public and Nonprofit Marketing (AIMPN/IAPNM), in collaboration with the National University of San Agustín de Arequipa (Peru) and the University of Oviedo (Spain), organize the **XVI International Congress of Teaching Cases in Public and Nonprofit Marketing**, which, under the motto “Building Bridges of Knowledge” will take place in **hybrid mode (in-person and online)** on **December 13<sup>th</sup> and 14<sup>th</sup>, 2024**.

The congress is aimed at the participation of both **academics and experts**, and **undergraduate, postgraduate and doctoral students** interested in any of the various branches of public and non-profit marketing and/or other disciplines or related aspects (corporate social responsibility, sustainability, circular economy, etc.).

#### TYPES OF CONTRIBUTIONS

Three types of contributions may be submitted, by authors either from the same university or institution, or in interdisciplinary and/or international collaboration:

- **Public and nonprofit marketing cases** (teaching cases): prepared by work teams made up, as a general rule, of between one and five undergraduate, postgraduate or doctoral students, under the direction of an academic tutor. Depending on the content of the case, a second academic tutor and/or an additional tutor from the professional field (company, public entity or non-governmental organization) may be incorporated.

These cases will deal with actions or actions of companies, public entities or non-governmental organizations. governments that, in the opinion of their authors, are notable for their interest and/or impact. Its approximate length is between 8 and 12 pages, according to the following structure: summary/abstract, introduction, development, questions/issues for discussion, conclusions, and bibliography. These sections and more specific indications about their content, as well as other formal aspects, are included in a template, available on the web (<https://drive.google.com/drive/folders/11yXXW9gN0ozH-lamZwiucHSZSgm1kYMZ>).

- **Senior public and nonprofit marketing cases:** prepared by work teams made up, as a general rule, of between one and five academics and/or experts. Like those in the previous category, they will deal with actions or actions of companies, public entities or non-governmental organizations that, in the opinion of their authors, are notable for their interest and/or impact, with a indicative length of between 10 and 15 pages, and identical considerations in terms of structure and format.

- Innovative teaching experiences in relation to public and non-profit marketing and/or other directly related disciplines or aspects: developed by work teams made up, as a general rule, of between one and five authors from the academic field. Its content will be linked to the presentation of experiences developed and put into practice in the educational field, in accordance with an innovative and/or inspiring methodology, capable of guiding, motivating and/or contributing to the emergence of analogous experiences, or being likely to be replicated. The approximate length of these contributions will be between 10 and 15 pages, with identical considerations as the two previous types in terms of format.

As a guideline (but not exclusive), the following thematic areas are contemplated:

- Marketing of non-profit organizations and entities.
- Public sector marketing.
- Political and electoral marketing.
- Green marketing.
- Marketing of arts, culture and creative industries.
- Socially responsible production and consumption.
- Circular economy.
- Social responsibility and sustainability actions (external and internal).
- Social marketing.
- Social entrepreneurship and social innovation.
- Digital marketing with social impact.
- Artificial Intelligence and its applicability to the public and non-profit fields.
- Innovative teaching experiences.

#### **MODALITIES OF PARTICIPATION AND BENEFITS FOR PARTICIPANTS**

It is possible to attend the International Congress of Teaching Cases in Public and Non-Profit Marketing either **in-person** (participating in the work sessions of the congress in one of the headquarters) or **virtually** (through the links to the work sessions that will be provided along with the final program).

In both cases, participants will be given a **certificate of participation** and **presentation of the contribution or contributions**, without limit on number. Likewise, they will be sent a copy in electronic format of the **proceedings** or any other publication that could be derived from the congress.

The Scientific Committee will **award the best contributions presented** based on the quality of their content and presentation, which will be accredited through the issuance and delivery of the corresponding **diploma**. Award-winning authors, or those of others of equally relevant work or of similar quality, will be invited to publish them (as they were presented in Congress or improved versions of them based on comments and suggestions from reviewers) in the journals Cases of Public and Non-Profit Marketing (<https://casos-aimpn.org/>) or Responsibility & Sustainability (<https://responsibility-sustainability.org/>). In the case of contributions that are deemed to be of particularly relevant scientific quality, their authors could be invited to publish them in the International Review on Public and Nonprofit Marketing (<https://www.springer.com/journal/12208>).

The **professors-tutors** participating in the congress will be part of its **scientific committee**, providing them with an accreditation certificate stating this circumstance. Those presenting senior cases, innovative teaching experiences and those other academics or professionals who request it may also take part in the **XXII Scientific-Teaching Conference “Inspiring the Future through New Routes for Education”**, to be developed in one of the work sessions of the Congress (with certificate of additional participation).

## INSTRUCTIONS FOR SUBMITTING CONTRIBUTIONS

The contributions in their different modalities, both in Spanish, Portuguese or English, in Word format and according to the corresponding **template** and available for it (<https://drive.google.com/drive/folders/11yXXW9gN0ozH-lamZwiucHSZSgm1kYMZ?usp=sharing>), must be sent to the email address [aimpn.iapnm.latam@gmail.com](mailto:aimpn.iapnm.latam@gmail.com) before November 22<sup>nd</sup>, 2024.

## REGISTRATION FEES

**Undergraduate, postgraduate or doctoral students** (presenting of one or more teaching cases, without limit of submitted works): €10 per person (all authors must be registered).

**Tutors of teaching cases** (tutoring of one or more teaching cases, without limit): free.

**Authors of senior cases and/or innovative teaching experiences** (without limit of works presented): 15 € per person (all authors must be registered), free for members of the International Association on Public and Nonprofit Marketing.

## IMPORTANT DATES

- **Deadline for registration of teams/participants and submission of contributions: November 22<sup>nd</sup>, 2024.**
- Review of contributions (double blind process): November 23<sup>rd</sup> - 30<sup>th</sup>, 2024.
- Communication of the decision of acceptance or rejection and sending of reports with comments and improvement suggestions: December 3<sup>rd</sup>, 2024.
- **Payment of fees for authors of selected contributions: December 4<sup>th</sup> - 8<sup>th</sup>, 2024 (payment instructions will be sent to registered authors of accepted contributions).**
- **Celebration of the congress: December 13<sup>th</sup> – 14<sup>th</sup>, 2024.**